GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:916
ANSWERED ON:24.02.2003
PRODUCTION OF KHADI IN SOUTHERN STATES
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Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) the demand and production of khadi in the country during the last three years and current year, State-wise; and

(b) the details of the steps taken by the Government to ensure quality control and marketing development of Khadi in the country particularly Southern States?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANJAY GAUTAM)

(a): A Statement on the State-wise details of the demand and production of khadi in the country during the last three years is enclosed as Annexure-I and State-wise statement on demand and production of Khadi for the current year is enclosed as Annexure-II.

(b): To ensure quality control and marketing development of khadi in the country including the southern states, the Government on 14.05.2001 has announced a special khadi package which inter-alia provides for option between rebate and Market Development Assistance (MDA), creation of packaging and design facilities,cluster development, technology upgradation, quality control, aggressive marketing through brand building etc. Besides, setting up of sliver plants for supplying quality sliver, availing expertise from Non-Governmental Organizations (NGOs) like Dastkar Andhra and Rural Development Agency (RUDA), Rajasthan, for improvement of the quality as well as imparting training to khadi artisans; collaborating arrangements with the National Institute of Design (NID), Ahmedabad and National Institute of Fashion Technology (NIFT) for developing better designs, fashions etc. in khadi textiles; launching of `Stiff and Soft` finishing process of khadi cloth with the help of Indian Institute of Technology (IIT) Delhi; and a Memorandum of Understanding (MOU) has been signed with Textile Committee to make available laboratories for quality testing/certification of khadi products. During 2002-03 (upto February, 2003) state, district level and mobile exhibitions were organized in various places in the southern states for promoting sales.